In the claims:

Following is a complete set of claims as amended with this Response.

1.   (Currently Amended) A method comprising:

presenting a broadcast to a viewer;

receiving viewer characteristic information about the viewer ~~feedback to the~~ ~~broadcast~~ from the viewer; and

~~generating a rating of the broadcast based at least in part on the received feedback to~~ ~~the broadcast from the viewer, and~~

providing to the viewer ratings of other broadcasts based at least in part on received viewer feedback to the other broadcasts from other viewers, the ratings being generated by cross-referencing the viewer characteristics received from the viewer to characteristics of other viewers.

2.   (Currently Amended) The method of claim 1 wherein ~~receiving feedback~~ ~~comprises receiving feedback from the viewer after the broadcast.~~

wherein the received viewer characteristics information comprises ratings categories and wherein cross-referencing comprises using a weighted average of ratings for ratings categories that match the viewer's ratings categories.

3.   (Currently Amended) The method of claim 1 ~~wherein receiving feedback~~ ~~comprises~~ further comprising providing a questionnaire to the viewer in response to a request from the viewer to provide feedback.

4.   (Original) The method of claim 3 wherein the request from the viewer comprises an identification of one from among a list of broadcasts recently viewed by the viewer.

5.   (Currently Amended) The method of Claim 1 ~~wherein receiving feedback from the viewer~~ further comprising comprises receiving answers to a questionnaire, the questionnaire including questions that are specific to the broadcast.

6.   (Original) The method of claim 1 further comprising offering an incentive to the viewer to encourage the viewer to provide feedback.

7.   (Currently Amended) The method of claim 1 ~~further comprising~~ wherein viewer characteristic information comprises receiving viewer characteristic information about the viewer along with [the] receiving feedback to the broadcast from the viewer.

8.   (Original) The method of claim 7 wherein the viewer characteristic information includes hardware capabilities of an entertainment system of the viewer.

9.   (Original) The method of claim 7 wherein generating a rating comprises generating a rating using the viewer characteristic information to generate separate ratings for different categories of viewers.

10.   (Original) The method of claim 1 wherein the ratings of other broadcasts comprise an indication of a proportion of viewer feedback which is positive toward the broadcast.

11.   (Original) The method of claim 1 further comprising providing the generated rating of the broadcast to programming providers.

12.   (Original) The method of claim 1 wherein providing ratings of other broadcasts comprises providing the ratings along with a programming guide that includes the other broadcasts.

13.   (Original) The method of claim 1 wherein providing ratings of other broadcasts comprises repeatedly updating provided ratings as viewer feedback is received.

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14.   (Original) The method of claim 1 further comprising presenting a programming guide of the broadcasts to the viewer wherein the other broadcasts are ranked based on the ratings.

15.   (Original) The method of claim 7 further comprising:

assembling a list of available broadcasts using viewer characteristic information for the viewer;

ranking the available broadcasts in the list based on the rating for each respective broadcast; and

presenting a programming guide to the viewer showing the ranked.

16.   (Original) The method of claim 7 further comprising presenting a programming guide of the other broadcasts to the viewer wherein the other broadcasts are ranked based on the rating and on the viewer characteristic information.

17.   (Currently Amended) A machine-readable medium having stored thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:

presenting a broadcast to a viewer;

receiving <u>viewer characteristic information about the viewer</u> ~~feedback to the~~ ~~broadcast~~ from the viewer; <u>and</u>

~~generating a rating of the broadcast based at least in part on the received feedback~~ ~~to the broadcast from the viewer, and~~

providing to the viewer ratings of the broadcasts based at least in part on received viewer feedback to the other broadcasts from other viewers<u>, the ratings being generated</u> <u>by cross-referencing the viewer characteristics received from the viewer to characteristics</u> <u>of other viewers.</u>

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18.   (Currently Amended) The medium of claim 17 wherein the instructions causing the machine to perform operations comprising ~~receiving feedback further comprise instructions causing the machine to perform operations comprising providing a questionnaire to the viewer in~~ response to a request from the viewer ~~to provide feedback~~, wherein the received viewer characteristic information comprises ratings categories and wherein cross-referencing comprises using a weighted average of ratings for ratings categories that match the viewer's ratings categories.

19.   (Original) The medium of claim 17 wherein the instructions causing the machine to perform operations comprising generating a rating further comprise instructions causing the machine to perform operations comprising generating a rating using viewer characteristic information to generate separate ratings for different categories of viewers.

20.   (Original) The medium of claim 17, the instructions causing the machine to perform operations further comprising:

assembling a list of available broadcasts using viewer characteristic information for the viewer;

ranking the available broadcasts in the list based on the rating for each respective broadcast; and

presenting a programming guide to the viewer showing the ranked list to the selected viewer.

21.   (Currently Amended) An entertainment system controller comprising:

a storage medium to store a questionnaire regarding a broadcast that is presented to a viewer on a display device;

control circuitry to provide a feedback questionnaire to the viewer;

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a viewer interface to receive feedback to the broadcast from the viewer based on

the feedback questionnaire <u>and to receive viewer characteristic information about the</u>

<u>viewer from the viewer</u>; and

a communications interface to provide the feedback to the broadcast from the

viewer to a server system and to receive ratings from the server system regarding other

available broadcasts based on viewer feedback from other viewers, the ratings indicating

a likelihood of interest in the available broadcasts for the viewer, <u>the ratings being</u>

<u>generated by cross-referencing the viewer characteristics received from the viewer to</u>

<u>characteristics of other viewers,</u>

wherein the control circuitry further provides the ratings regarding other available

broadcasts to the viewer.

22.   (Original) The entertainment system controller of claim 21 wherein the

control circuitry retrieves the questionnaire from the storage medium in response to a

request from the viewer.

23.   (Original) The entertainment system controller of claim 21 wherein the

communications interface comprises at least one of a local area network, a wide area

network, internet, cable television line, twisted pair line, fiber optic line, or radio

frequency communications interface.

24.   (Original) The entertainment system controller of claim 21 wherein the

communications interface provides viewer characteristic information to the server system

along with the viewer feedback.

25.   (Original) The entertainment system controller of claim 21 further

comprising a register containing information regarding the entertainment system of the

viewer and wherein the communications interface provides hardware capabilities

information from the register to the server system along with the viewer feedback.

26.   (Original) The entertainment system controller of claim 21 further

comprising a storage medium to store information regarding available broadcasts and

wherein the control circuitry

assembles a list of available broadcasts using viewer characteristic information for

a selected viewer;

ranks the available broadcasts in the list based on the rating for each respective

broadcast; and

presents a programming guide showing the ranked list to the viewer.

27.   (Currently Amended) An entertainment server system comprising:

a communications interface to receive viewer feedback to a broadcast from a

plurality of different viewers of the broadcast and to receive viewer characteristic

information about the viewer from the viewer; and

a processor to generate a rating of the broadcast based at least in part on the

received viewer feedback to the broadcast, the rating indicating a likelihood of interest in

the first broadcast for potential subsequent viewers the ratings being generated by cross-

referencing the viewer characteristics received from the viewer to characteristics of other

viewers, wherein

the communications interface provides the rating of the broadcast to viewer

entertainment systems for display to potential subsequent viewers of the broadcast the

potential subsequent viewers including the plurality of different viewers of the broadcast.

28.   (Original) The system of claim 27 further comprising a programming

guide server to provide a programming guide to the viewer entertainment systems

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through the communications interface the broadcasts of the programming guide being

associated with a rating.

29.   (Original) The system of claim 27 wherein the communications interface

receives viewer characteristic information along with the viewer feedback and wherein

the control circuitry generates a rating using the viewer characteristic information to

generate separate ratings for different categories of viewers.

30.   (Original) The system of claim 27 further comprising a storage medium to

store information regarding available broadcasts and wherein the control circuitry

assembles a list of available broadcasts using viewer characteristic information for

a selected viewer;

ranks the available broadcasts in the list based on the rating for each respective

broadcast; and

wherein the communications interface provides a programming guide showing the

ranked list to an entertainment system of the selected viewer.